

A personal information management apparatus electronically manages users' personal information, and includes a personal information database selection unit and a processing unit. The personal information database selection unit selects a personal information database based on predetermined rules from a personal information storage unit including a plurality of personal information databases respectively storing personal information about different situations of a user. The processing unit processes the personal information database selected by the personal information database selection unit such that the personal information can be read and written. Thus, personal information about different situations can be easily and collectively managed.

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